

Analysis of McKillop Library Annual Patron Satisfaction Survey

Spring 2012

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Survey conducted April 16, 2012 – May 1, 2012

Report created May 7, 2012

Analysis prepared by: Lori Barile

McKillop Library, Salve Regina University

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I. Background and respondent profile

In April 2012, a patron satisfaction survey was conducted, bringing in responses from students, faculty, staff and community patrons. A total of 568 replies to the survey were recorded – 61 more respondents than last year's survey. The majority (89.4%) of respondents identified as undergraduate students, therefore the responses to this survey overwhelmingly reflect the opinions of the undergraduates at Salve Regina University.

II. Results: Respondent use patterns

Just over half of respondents (50.4%) stated that they visit the library weekly, followed by daily (26.0%) [question #2]. The most common reason cited for visiting the library was to do homework or study (86.2%), followed closely by using the printer/scanner/copiers (83.9%). Finding materials for assignments was listed by 67.8% respondents as the third reason they come to the library [question #3]. These numbers remained almost the same as last year when the students listed doing homework or studying as the top reason they visited the library (87.5%), followed second by using the printer/scanner/copiers (84.1%) and then finding materials for assignments (65.9%) [see Figure 1 below].

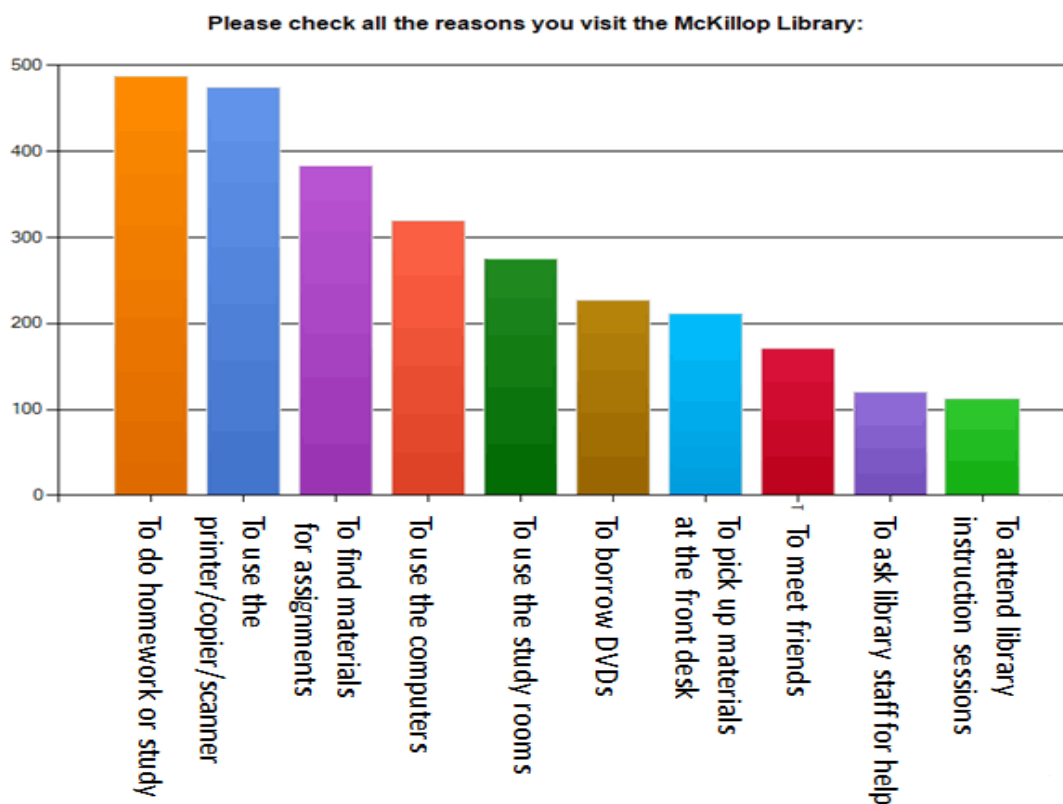


Figure 1

Some reasons given in the “Other (please specify)” text box for why respondents visit the library are: to attend work (6) or class (6), to attend group study or tutoring sessions (5), to use the mail room (2) and to return materials (1).

For those 77 respondents who do not visit the library, the most highly reported reasons were accessing what they need from the library website (55.8%) and the lack of individual study spaces (35.1%) [question #4]. These were the top two answers for this question in the 2011 survey as well. This analysis reflects the need of the library to continue to reach out to students through the World Wide Web, as well as the need for more individual study spaces. Reasons given in the “Other (please specify)” option box for why respondents did not visit the library are: the library is too far (3), they are distance/online students (2), and they find the library uncomfortable/distracting (3).

When asked how they typically begin research for an assignment, the majority (47%) of respondents stated that they use the Internet (e.g. Google, Wikipedia, etc), followed closely by the library website (42.5%) [question #6].

In a question about respondent satisfaction with the library’s collection and services in support of coursework, patrons reported being most “satisfied” with the library’s print collection (47.3%), ebook collection (32.1%), online databases (41.6%) and the library website (50%). The majority of respondents indicated that they “do not use” the library’s YouTube tutorial videos (53.4%), online course guides (37.9%), and library instruction sessions (42.9%) [question 18]. It is unclear whether the respondents are aware of these other services but choose not to use them or if they are not aware of these services and therefore indicated that they do not use them.

III. Results: Technology

The majority (80.1%) of respondents report using their own laptops in the library, while 73.1% report using the library PCs and 35.1% report using the library’s Macs. The use of smart phones in the library rose from 23.5% last year to 36.9% this year and there was a slight decline in the use of mobile devices (iPods, tablets, iPads) at 18.6% this year, down from about 20% last year [question #11].

When asked which type of technology do they own and use on a regular basis, the majority of respondents indicated that they own/use a laptop PC (66.1%), followed by a smartphone or PDA (57.6%). Digital cameras and media players (iPods, etc) were closely tied for third at 48.9% and 49.5% respectively [question #12]. Digital camcorders had the lowest ownership and usage at 4.6% (this is conceivably due to most digital cameras having movie recording capabilities).

Respondents indicated that they use library computers the most to check daily email (37.3%), followed by weekly usages of searching the internet for assignments (36.1%), using the library website (31.1%), using Blackboard/MyWeb Courses (30.2%), and using social websites like Facebook (27.3%) [question #5].

In answer to the question, “Who would you be most likely to ask for help with technology in the library (such as printing, Word or iMovie)?” [question #16] the majority (38.5%) of respondents replied that they would ask library staff. The next highest response was for friends (25.5%), followed

by classmates (13.8%). While the first choice of asking library staff for technology help is the same as last year, the percentage has dropped significantly from 2011 when 68% indicated that they would ask

library staff for help first, followed by friends (15%). It should be noted that “classmates” have overtaken “student workers” in the top three preferences on whom to ask for technology help in the library. The bottom two choices for who they would most ask for technology help are library work-study students (2.7%), a professor (3.1%) and the University Computer Labs (3.6%).

A little more than half (55.4%) of respondents stated that they have not had an assignment that required the use of multimedia (such as digital camcorders, iPods, movie editing software) [question #13]. Also about a half (50.4%) stated that it “might” be useful if the library ran workshops on how to use multimedia technology (such as iMovie) [question #14].

Most respondents replied that they have not needed media support (49.5%). Of those that indicated they have asked for media support, they go to the IT/Help Desk (17.2%) or their professor (17.0%). The lowest ratings were for the library (8.3%) and the University Computer Labs (8.0%) [question #15].

IV. Results: Services

An overwhelming 54.1% of patrons indicated that they do not see the need for library staff to answer questions in other buildings outside of the library [question #19].

In a question about usage and satisfaction of library services, respondents reported being equally either “very satisfied” or “satisfied” with assistance from library staff, the library’s study rooms, library website, course reserves, HELIN and interlibrary loan, printing in the library and wireless access in the library [question #17] [see Figure 2 below].

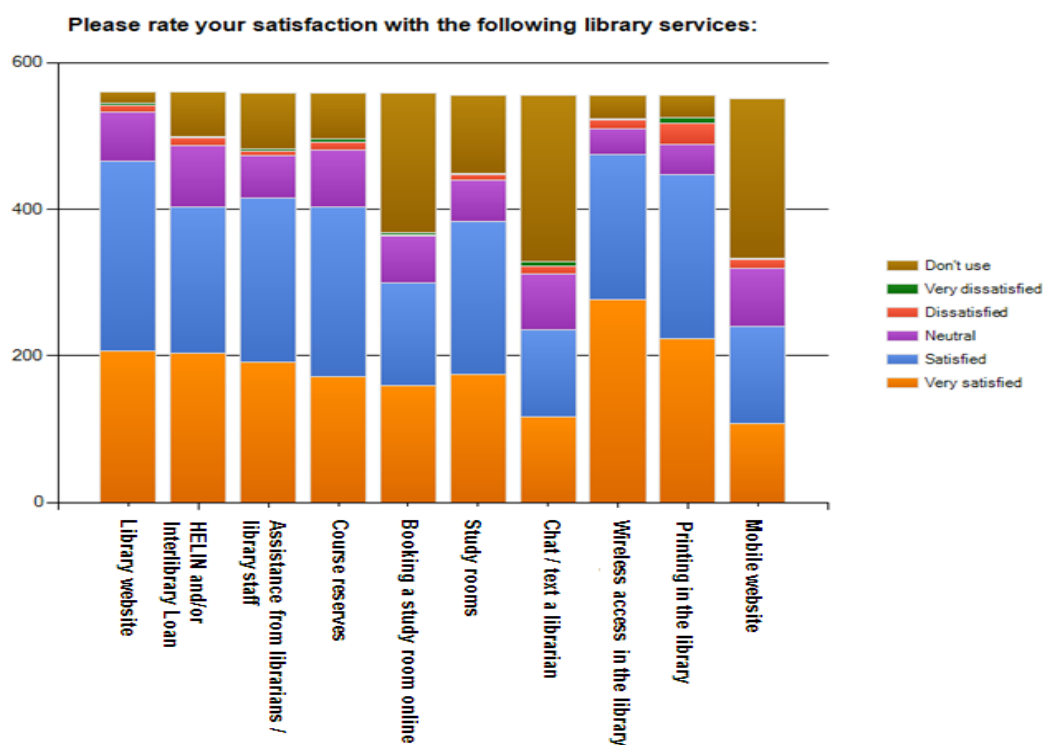


Figure 2

Among those who “occasionally” (70.9%) or “never” (19.0%) ask library staff for help, an overwhelming 76.8% reported that they believe they can “usually” find answers to their own questions [question #9]. In a related question, “who would you be most likely to ask for help with research? [question #7]” respondents opted first for their professor (39.6%), followed secondly by library staff (28.3%). This result is a change from last year when respondents stated that they would be most likely to ask library staff for help first (33.4%) and their professors second (27.9%).

Respondents reported that they were least likely to ask library student workers for help (0.5%). Some responses given in the “Other (please specify)” choice box as to why respondents never (or occasionally) seek help from library staff are: no need to ask for help / can find information without help (9), librarians/library staff cannot help or / and are not knowledgeable enough (5) and time constraints (2).

V. Results: Environment

Most patrons prefer studying on the second floor (38.4%) followed by a close tie for first (22.8%) and third (23.9%) floors [question #20].

An overwhelming majority of respondents (68.5%) said that the library needs more comfortable chairs and 44.7% asked for more tables [question #21]. Also, 45%.5 indicated they would like more individual study spaces, compared to the number (32.5%) who indicated they would like more group spaces. These sentiments are also reflected in the comments. These results are almost identical to those of last year. The top responses given in the “Other (please specify)” answer choice are: content with the library as is (11), needs better atmosphere/colors/comfortable furniture (9), better temperature regulation (7), more privacy/individual space (6), too bright (5), needs more power outlets (5).

When asked to rate the library overall, 69% said that it is “good (meets my needs)” followed by 23.8% for “excellent (surpasses my needs).” No one rated the library as “poor” [question #22].

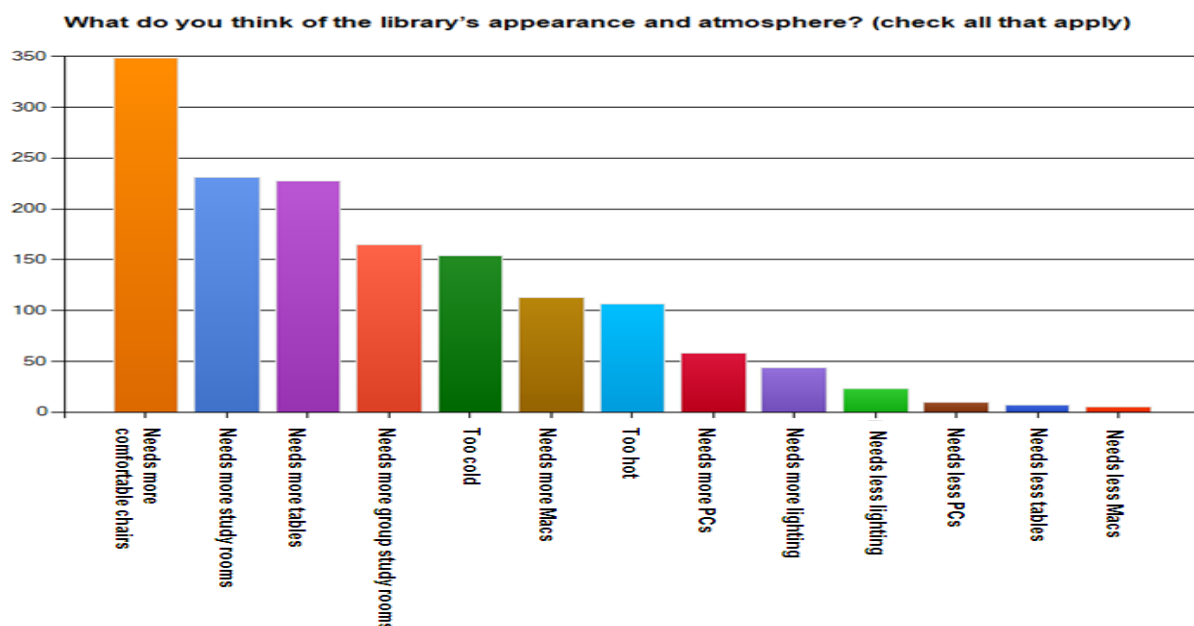


Figure 3

VI. Results: Tabulated comments

The top comment response to the question “The thing I like *best* about the library is....” was “the atmosphere” with 158 respondents. Other responses include: resources, the quiet, the staff, ability to get work done [see Figure 4 below].

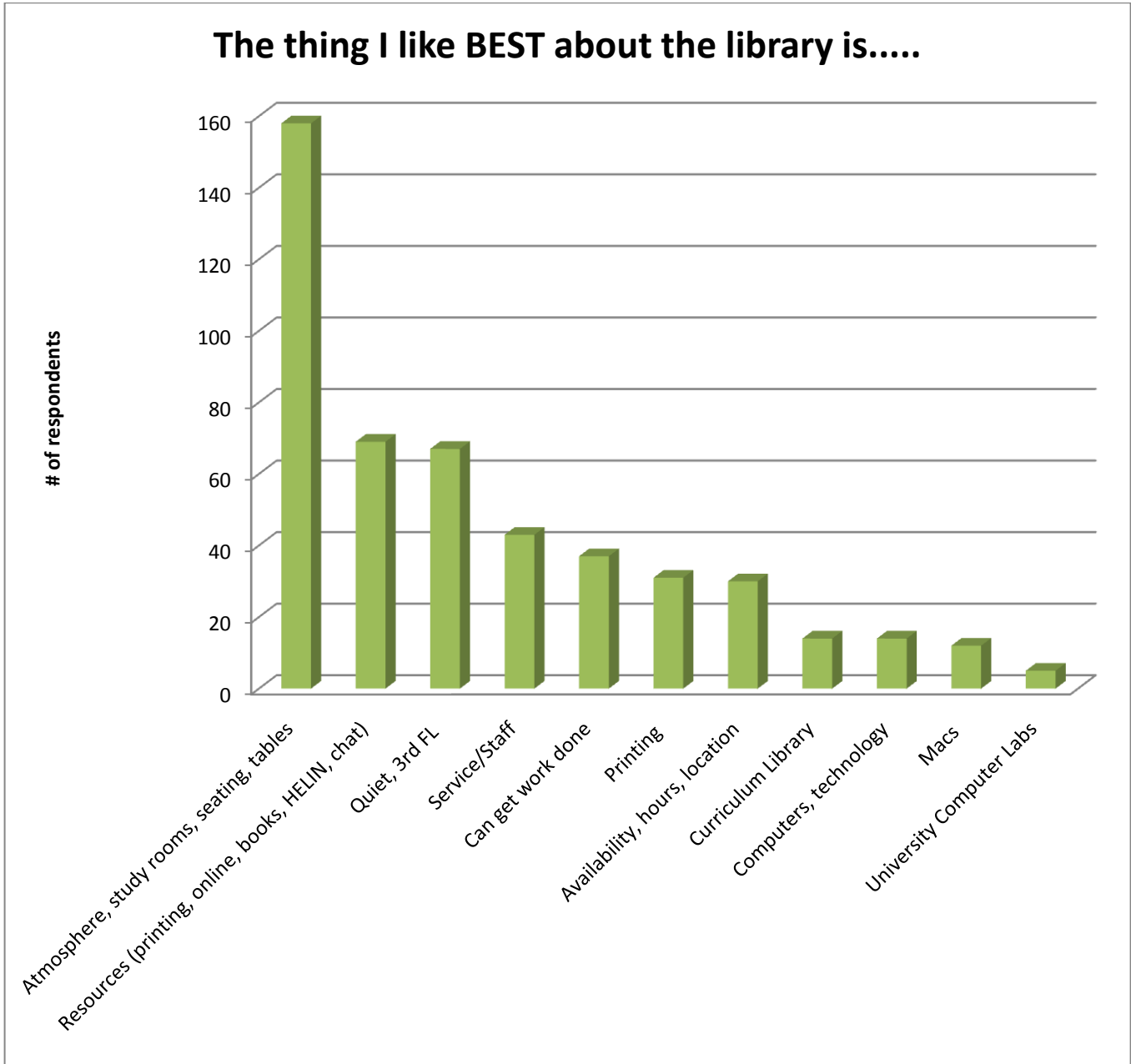


Figure 4

The top comment response to the question “The thing I like *least* about the library is....” was “the noise” with 143 respondents.

Other responses include: the temperature (too hot or cold), the furniture, the atmosphere and the lack of resources [see Figure 5 below].

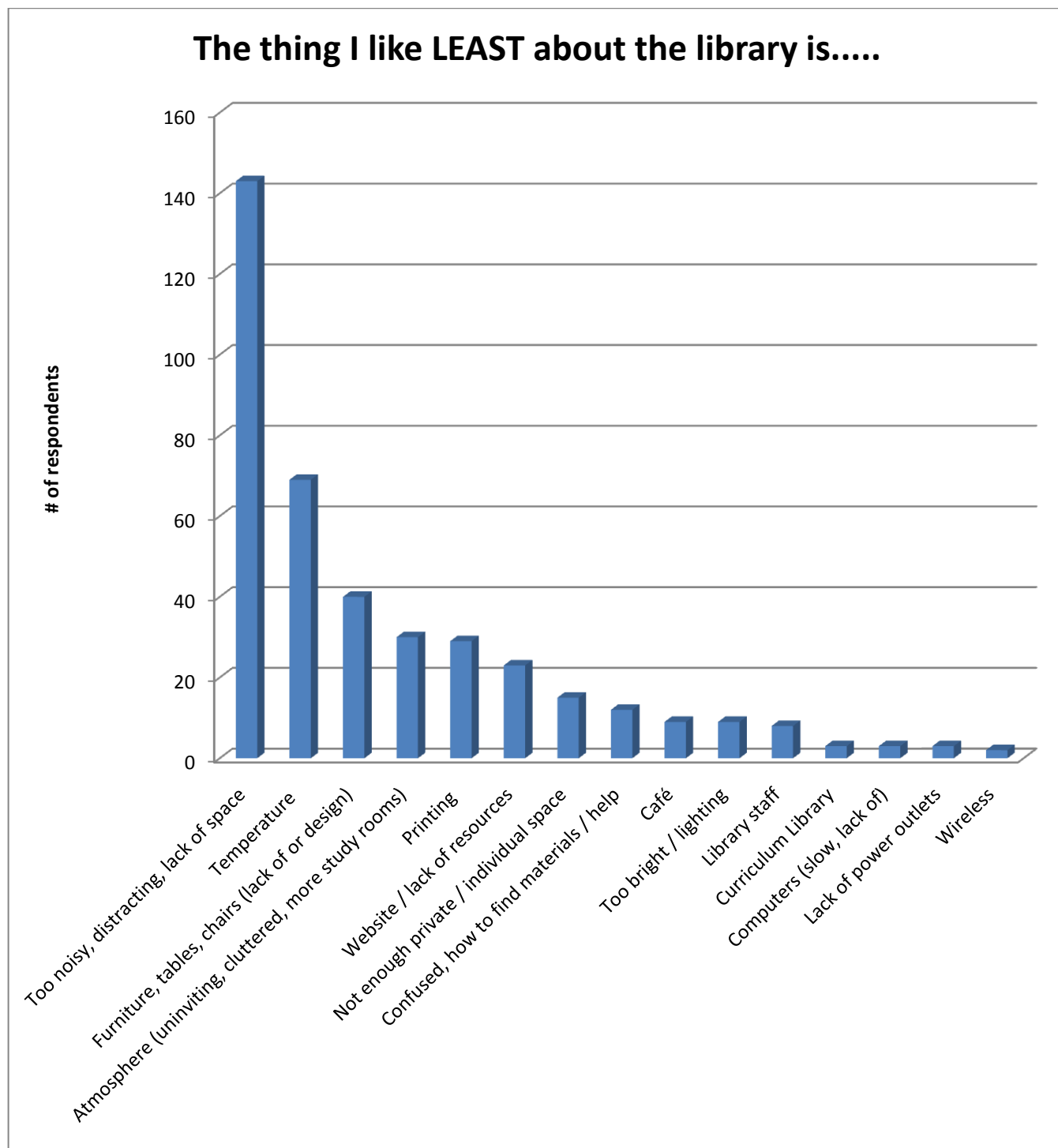


Figure 5

In the open text box asking for “Other comments or suggestions?” [question #25] these responses largely echoed those of the previous two questions. The majority of responses fell under one of the following categories:

- Needs more spaces/tables
- Too noisy
- More hours
- More money for printing/lamination
- Temperature control
- Atmosphere/décor
- Resources

Library Satisfaction Survey 2012






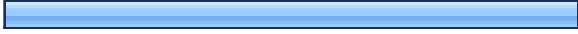










1. I am a:

		Response Percent	Response Count
Undergraduate student at Salve		89.4%	507
Graduate student at Salve		9.2%	52
Staff at Salve		0.9%	5
Faculty at Salve		0.2%	1
Student/Faculty/Staff from another school who uses the library		0.2%	1
Guest who uses the library		0.2%	1
answered question			567
skipped question			1

2. How often do you visit McKillop Library?







		Response Percent	Response Count
Daily		26.0%	147
Weekly		50.4%	285
Monthly		9.2%	52
Occasionally (a few times during the semester)		12.0%	68
Never		2.5%	14
answered question			566
skipped question			2

3. Please check all the reasons you visit the McKillop Library:

		Response Percent	Response Count
To find materials for assignments		67.8%	383
To find books to read for fun		18.6%	105
To borrow DVDs		40.2%	227
To do homework or study		86.2%	487
To meet friends		30.3%	171
To read magazines or newspapers		4.8%	27
To use the computers		56.6%	320
To use the printer/scanner/copier		83.9%	474
To use the study rooms		48.7%	275
To ask library staff for help		21.2%	120
To pick up materials at the front desk (course reserves, books/articles requested through HELIN/Interlibrary loan)		37.3%	211
To use the microfilm machines		1.2%	7
To attend library instruction session (s) with my class		20.0%	113
I do not visit the library		1.9%	11
Other (please specify)			26

answered question	565
skipped question	3







4. If you have never visited the library, why not? (check all that apply)

		Response Percent	Response Count
Too noisy		15.6%	12
Too quiet		10.4%	8
Not enough individual study spaces		35.1%	27
Not enough group study spaces		5.2%	4
I don't need the library's resources		9.1%	7
I access what I need from the library website outside of the library		55.8%	43
Other (please specify)			13
		answered question	77
		skipped question	491



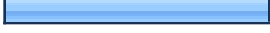



5. When you use a computer in the library, how often do you do the following?

	Daily	Weekly	Monthly	A few times per semester	Rarely or never	Response Count
Search for books/articles	4.2% (23)	25.8% (140)	24.5% (133)	29.5% (160)	16.0% (87)	543
Use Blackboard/MyWebCourses	18.2% (98)	30.2% (163)	13.5% (73)	18.4% (99)	19.7% (106)	539
Use social websites (e.g. Facebook, etc.)	24.7% (133)	27.3% (147)	9.5% (51)	11.3% (61)	27.3% (147)	539
Use graphics software (e.g. Photoshop)	2.5% (13)	3.5% (18)	6.9% (36)	10.4% (54)	76.7% (398)	519
Use movie editing software (e.g. iMovie)	0.2% (1)	2.7% (14)	3.1% (16)	9.2% (47)	84.8% (435)	513
Use presentation software (e.g. PowerPoint)	5.2% (27)	16.7% (87)	22.8% (119)	26.1% (136)	29.2% (152)	521
Check email	37.3% (202)	31.9% (173)	12.2% (66)	11.1% (60)	7.6% (41)	542
Ask a librarian questions online (e.g. chat/text)	1.1% (6)	5.4% (28)	8.0% (42)	21.0% (110)	64.4% (337)	523
Ask a librarian questions in person	2.3% (12)	7.1% (37)	18.0% (94)	32.9% (172)	39.8% (208)	523
Search/use the internet to complete assignments	23.7% (126)	36.1% (192)	16.9% (90)	14.3% (76)	9.0% (48)	532
Use the library website	17.6% (93)	31.1% (164)	23.3% (123)	17.8% (94)	10.1% (53)	527
Search/use the internet for personal recreation/entertainment (e.g. games)	10.5% (55)	17.3% (91)	11.4% (60)	15.6% (82)	45.1% (237)	525
answered question						551
skipped question						17




6. How do you typically BEGIN research for an assignment?

		Response Percent	Response Count
The Internet (Google, Wikipedia, etc.)		47.0%	264
Ask a librarian		2.0%	11
Library website (catalog, article databases, course guides, etc)		42.5%	239
Google Scholar		2.7%	15
Ask my friends/family		0.2%	1
Ask my instructor		5.7%	32
Other (please specify)			8
		answered question	562
		skipped question	6








7. Who would you be most likely to ask for help with research?

		Response Percent	Response Count
Classmates		18.7%	106
Friends		9.7%	55
My professor		39.6%	224
Library staff/librarian		28.3%	160
A work-study student in the library		0.5%	3
I don't know		3.2%	18
		answered question	566
		skipped question	2




8. When using the library's resources or searching for information at the library, do you ever seek help from a librarian or library staff?

		Response Percent	Response Count
Always		10.1%	57
Occasionally		70.9%	399
Never		19.0%	107
answered question			563
skipped question			5

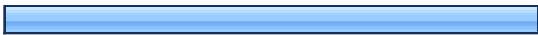





9. If you never (or occasionally) seek help from library staff, why not? (check all that apply)

		Response Percent	Response Count
I'm afraid to ask questions		13.4%	55
I don't want to bother the staff		19.0%	78
I can't find anyone to help me		4.1%	17
I can usually find the answer myself		76.8%	315
Not sure where to go for help		8.3%	34
I'd rather ask someone else (classmates, friends, professor, etc)		30.0%	123
I had a bad experience previously		2.4%	10
Other (please specify)			23
answered question			410
skipped question			158




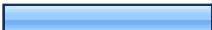







10. By which of these format(s) do you prefer to read books? (check all that apply)

		Response Percent	Response Count
Print		90.6%	512
Electronic books online (such as through Google Books or an eBook database such as Ebrary)		23.7%	134
Ebooks through an e-reader (such as a Kindle or Nook)		17.2%	97
answered question			565
skipped question			3

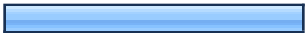

11. When you come to the library, do you: (check all that apply)

		Response Percent	Response Count
Use your own laptop		80.1%	447
Use the PCs in the library		73.1%	408
Use the Macs in the library		35.1%	196
Use a mobile device such as an iPad, iPod Touch, Tablet, or eReader		18.6%	104
Use a Smartphone		36.9%	206
None of the above		1.8%	10
Other (please specify)			2
answered question			558
skipped question			10




**12. Which of the following types of technology do you own and use on a regular basis?
(check all that apply)**

		Response Percent	Response Count
Desktop PC		16.1%	91
Desktop Mac		6.7%	38
Laptop PC		66.1%	374
Laptop Mac		30.9%	175
iPad or other tablet		11.3%	64
iPod or other media player		49.5%	280
Digital camera		48.9%	277
Digital camcorder		4.6%	26
Smartphone or PDA		57.6%	326
E-reader such as Nook or Kindle		15.9%	90
None		0.5%	3
Other (please specify)			2
		answered question	566
		skipped question	2






13. Have you had a class assignment that required the use of multimedia, such as a digital camera, camcorder, audio recorder, iPods, movie editing software such as iMovie, etc?

		Response Percent	Response Count
Yes		44.6%	250
No		55.4%	310
answered question			560
skipped question			8









14. Would it be helpful if the library ran workshops for students on how to use multimedia technology such as iMovie?

		Response Percent	Response Count
Yes		36.4%	204
No		13.2%	74
Maybe		50.4%	283
answered question			561
skipped question			7

15. Where do you go most often for multimedia support?

		Response Percent	Response Count
My instructor		17.0%	94
University Computer Labs		8.0%	44
The library		8.3%	46
IT/Helpdesk		17.2%	95
I have not needed multimedia support		49.5%	274
Other (please specify)			12
		answered question	553
		skipped question	15

16. Who would you be most likely to ask for help with technology in the library (such as printing, Word, or iMovie)?

		Response Percent	Response Count
Classmates		13.8%	77
Friends		25.5%	142
My professor		3.1%	17
Library staff/Librarian		38.5%	214
Computer Labs		3.6%	20
IT/Help Desk		9.5%	53
A work-study student in the library		2.7%	15
I don't know		3.2%	18
Other (please specify)			8
		answered question	556
		skipped question	12



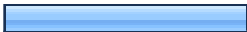
17. Please rate your satisfaction with the following library services:

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't use	Response Count
Assistance from Librarians/Library Staff	34.3% (192)	39.9% (223)	10.4% (58)	1.1% (6)	0.5% (3)	13.8% (77)	559
Study rooms	31.5% (175)	37.4% (208)	10.1% (56)	1.4% (8)	0.4% (2)	19.2% (107)	556
Library website (library.salve.edu)	36.8% (206)	46.4% (260)	11.8% (66)	1.6% (9)	0.5% (3)	2.9% (16)	560
Chat/text a librarian	21.0% (117)	21.2% (118)	13.7% (76)	2.0% (11)	1.1% (6)	41.0% (228)	556
Mobile website (library.salve.edu/m)	19.6% (108)	24.0% (132)	14.5% (80)	2.0% (11)	0.4% (2)	39.6% (218)	551
Course reserves	30.6% (171)	41.6% (232)	13.8% (77)	2.0% (11)	0.9% (5)	11.1% (62)	558
HELIN and/or Interlibrary loan	36.3% (203)	35.7% (200)	15.0% (84)	2.0% (11)	0.2% (1)	10.9% (61)	560
Booking a study room online	28.5% (159)	25.3% (141)	11.5% (64)	0.2% (1)	0.5% (3)	34.1% (190)	558
Printing in the library	40.2% (223)	40.4% (224)	7.6% (42)	5.0% (28)	1.4% (8)	5.4% (30)	555
Wireless access in the library	49.8% (277)	35.4% (197)	6.3% (35)	2.3% (13)	0.2% (1)	5.9% (33)	556
answered question							562
skipped question							6






18. Please indicate your level of satisfaction with the following library resources in terms of meeting your course needs:

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't use	Response Count
Print collection (books, journals, newspapers)	27.9% (155)	47.3% (263)	12.2% (68)	3.2% (18)	0.7% (4)	8.6% (48)	556
eBook collection	18.6% (103)	32.1% (178)	19.1% (106)	2.9% (16)	0.5% (3)	26.7% (148)	554
Online article databases (Ebscohost, JSTOR, etc)	37.6% (210)	41.6% (232)	11.3% (63)	4.1% (23)	0.7% (4)	4.7% (26)	558
The library's YouTube tutorial videos	13.8% (77)	15.8% (88)	16.2% (90)	0.7% (4)	0.0% (0)	53.4% (297)	556
The library's online course guides	20.9% (116)	25.0% (139)	15.6% (87)	0.4% (2)	0.2% (1)	37.9% (211)	556
Library instruction session(s)	16.3% (90)	22.4% (124)	16.6% (92)	1.6% (9)	0.2% (1)	42.9% (237)	553
The library website	32.3% (179)	50.0% (277)	12.5% (69)	2.3% (13)	0.2% (1)	2.7% (15)	554
answered question							559
skipped question							9














19. Would you like to see library staff available to answer questions in other buildings on-campus at certain times each week? For example, a table set up in Miley, Jazzman's, O'Hare, dorms, etc?

		Response Percent	Response Count
Yes		9.6%	53
No		54.1%	298
Maybe		36.3%	200
Other (please comment)			15
answered question			551
skipped question			17

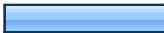



20. What floor do you prefer to study on in the library?

		Response Percent	Response Count
Ground floor (Computer labs)		5.3%	29
1st FL		22.8%	126
2nd FL		38.4%	212
3rd FL (quiet floor)		23.9%	132
No preference		9.6%	53
answered question			552
skipped question			16

21. What do you think of the library's appearance and atmosphere? (check all that apply)

		Response Percent	Response Count
Needs more tables		44.7%	227
Needs less tables		1.4%	7
Needs more PCs		11.4%	58
Needs less PCs		2.0%	10
Needs more Macs		22.2%	113
Needs less Macs		1.0%	5
Too hot		20.9%	106
Too cold		30.3%	154
Needs more comfortable chairs		68.5%	348
Needs more lighting		8.7%	44
Needs less lighting		4.5%	23
Needs more group study spaces		32.5%	165
Needs more individual study spaces		45.5%	231
Other (please comment)			52
answered question			508
skipped question			60

22. How would you rate the library overall?

		Response Percent	Response Count
Excellent (it surpasses my needs)		23.8%	133
Good (it meets my needs)		69.0%	385
Fair (it meets some of my needs)		6.1%	34
Poor (it doesn't meet any of my needs)		0.0%	0
No opinion		1.1%	6
answered question			558
skipped question			10

23. Finish this sentence: "The thing I like BEST about the library is_____"

	Response Count
	494
answered question	494
skipped question	74

24. Finish this sentence: "The thing I like LEAST about the library is_____"

	Response Count
	476
answered question	476
skipped question	92

25. Other comments or suggestions?

Response
Count

129

answered question

129

skipped question

439

26. To be entered into the drawing for one of two \$50.00 Amazon.com gift cards, please enter your e-mail address:

Response
Count

521

answered question

521

skipped question

47